

Out this SUMMER!

Why you should read this book.

- **Because** it's full of wisdom, experiences, examples and entertaining stories drawn from Tony Hertz's 40 years' beyond-all-reason passion for radio advertising. Including links to 25 of the best radio spots you've ever heard.
- **Because** in today's visual/digital /online/mobile/social media/branded content- consumed advertising business, radio remains a powerful and relevant way to reach millions of consumers all over the world. And Tony Hertz is uniquely qualified to give it the creative attention it deserves.
- **Because** whatever your role in the advertising process, the **7 Secrets** will actually show you how to make better radio commercials. Even if 6 of them aren't actually Secrets.
- **Because** if you've ever been in one of Tony's radio workshops, seminars or presentations, this is the book you would have bought afterwards anyway!
- **Because** it will make you want to sit down and write a great radio ad!

"He put a spell on the audience and kept them in the palm of his hands from start to finish. His staggering session took off like a rocket and gave participants a fantastic experience. The vibe in the room was thrilling."

Christian Kjeldsen, *Radiodays*, Europe, 2010

"I watched Tony's dynamic Dubai Lynx Seminar. Great content, passionately presented - now I get why his Cannes workshops have always received such high scores and praise from attendees."

Philip Thomas, CEO,
Cannes Lions International Festival



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The **7 Secrets** *of* **Creative** **Radio Advertising** Tony Hertz

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